

**REMARKS**

Claims 1 and 9-18 are all the claims pending in the application. Claim 1 has been amended and new claims 17-18 have been added, based on, for example, pages 5-6 of the specification. In addition, claims 15 and 16 have been amended for purposes of further clarity.

Entry of the above amendments is respectfully requested.

**I. Response to Rejection of Claims 15 and 16 under 35 U.S.C. § 112, second paragraph**

Claims 15 and 16<sup>1</sup> are rejected under 35 U.S.C. § 112, second paragraph, as allegedly being indefinite.

Applicants respectfully traverse the rejection.

The Examiner asserts that claims 15 and 16 recite "substrate comprises a supporting substrate and colored layers" and depend from claim 1, which already discloses colored layers. Basically, the Examiner wonders whether the colored layers of claims 15 and 16 are the same as the colored layers of claim 1.

It is submitted that the colored layers of claims 15 and 16 are the same as the colored layers of claim 1, and that one of ordinary skill in the art would understand the meaning of the claims. Nonetheless, claims 15 and 16 have been amended for purposes of further clarity.

Accordingly, withdrawal of the rejection is respectfully requested.

**II. Response to Rejection of Claims 1 and 9-16 under 35 U.S.C. § 103(a)**

Claims 1, 9-13, 15, and 16 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Vesley et al. (US 4,950,537).

In addition, claim 14 is rejected under 35 U.S.C. §103(a) as allegedly being

---

<sup>1</sup> Although the Examiner states that claim 14 is rejected in the body of the rejection, it seems that the Examiner intended claims 15 and 16 to be rejected based on the claim language.

unpatentable over Vesley et al. (US 4,950,537) in view of Kameyama et al. (US 6,166,799).

Applicants respectfully traverse the rejection.

Claim 1 is directed to a double-sided pressure-sensitive adhesive tape which is for use in fixing a liquid-crystal display module unit to a backlight unit, and which has light-reflective properties and light-shutting properties, said double-sided pressure-sensitive adhesive tape comprising a substrate and a pressure-sensitive adhesive layer disposed as an outermost layer on both sides of the substrate, wherein the substrate comprises colored layers comprising a white layer, a silver layer, and a black layer which are superposed in this order.

In addition, claim 17 is directed to a double-sided pressure-sensitive adhesive tape affixed to a liquid-crystal display module unit, comprising the liquid-crystal display module unit and the double-sided pressure-sensitive adhesive tape comprising a pressure-sensitive adhesive layer disposed as an outermost layer on both sides of a substrate, wherein the substrate comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order, and wherein the liquid-crystal display module unit is affixed to the double-sided pressure-sensitive adhesive tape.

It is respectfully submitted that Vesley and Kameyama do not disclose, teach or suggest a double-sided pressure-sensitive adhesive tape having a substrate comprising colored layers comprising a white layer, a silver layer, and a black layer which are superposed in this order. Particularly, neither references discloses, teaches nor suggests the use of a double-sided pressure-sensitive adhesive tape having a substrate comprising the claimed layers in order for use in fixing a liquid-crystal display module unit to a backlight unit or affixed to a liquid-crystal display module unit.

For at least the above reasons, it is respectfully submitted that Vesley, alone or in combination with Kameyama, fails to teach or suggest the present invention, and that claims 1 and 9-18 are patentable over the cited art.

Accordingly, withdrawal of the rejection is respectfully requested.

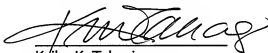
**II. Conclusion**

For the foregoing reasons, reconsideration and allowance of claims 1 and 9-18 is respectfully requested.

If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



Keiko K. Takagi  
Registration No. 47,121

SUGHRUE MION, PLLC  
Telephone: (202) 293-7060  
Facsimile: (202) 293-7860

WASHINGTON DC SUGHRUE/265550

**65565**

CUSTOMER NUMBER

Date: December 21, 2007